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"THAT WELL-DRESSED LOOK"

Walking might easily become an obsession if you possessed either of these little Wooltex Tailormades! The little lady on your left chose the "Briarcliff" knockabout in a tan mixture Scotch Tweed—though she could have had gray or green. When you "look sharp" you see a touch of wistaria running through the belt and facing the pocket flaps. It comes without the color, too. You wear the collar high or low and the skirt is comfortable walking width. $55.

This little lady wears the 'Lee" knockabout in Irish Homespun. The coat is quite "boxey" and fastens with one button. Both coat and skirt have double pockets, and the sleeve links keep the wrist snug fitting. The skirt is designed for walking and you'll like the colors—Reddish, Tan, Hemp, Blue and Brown mixtures. $68.

With a dollar note acting for all the world like fifty cents, buying a suit these days is somewhat like choosing a husband—it requires a bit of thought!

It's such a simple matter to get a good looking suit—you can try one on any day and see yourself reflected trim and smart. But, it's just as it is with a shoe, you don't begin to know it until you've worn it three weeks or a month. That's about the time you learn whether the lines were "tailored in" or "pressed in." Whether that snug shoulder is going to hold its boyish line and the collar lie flat to your neck.

And, that's about the time a Wooltex Tailormade begins to prove itself a thoroughbred. Sun and rain have done their worst (of course there *were* times, too, when you couldn't find an empty hanger and used the chair back instead) but your "well dressed look" never leaves you!

You are so delightfully sure, too, that the particular Wooltex style you've selected is not a fad or whim of the moment—it won't make you wish that you had waited until fashions were a little more assured.

Wooltex Tailor-mades

It's just a bit of white satin embroidered in gold and black. But, neatly fastened inside the collar of your tailormade, it means that you'll wear the coat or suit with all the pride we take in signing it!

Remember, no matter how much it "looks like" a Wooltex Tailormade, it just can't be without that Wooltex signature shown above!

If it's a knockabout you want, you'll find a Wooltex Tailormade with just enough "English" to it to make you fancy yourself strolling through Hyde Park. If it's a suit or coat for bestest-best, there's a Wooltex Tailormade with an indefinable air of Paris about it—a pert little flare or a temperamental bit of color.

There's no need to tell you about the materials in Wooltex Tailormades—they're all wool, of course, Tricotines, Home Spun, Scotch and Irish Tweeds, Suede Velour, Polo Cloth, Angora Polo and others. The linings are the kind that tempt you to walk swiftly and let your coat blow open!

When you go to look for your Wooltex Tailormade be sure to ask the salesperson for "The Tailored Woman"—it's a little magazine that gossips of styles now and styles to come. Or, if you like, write us and we'll mail it to you.

"The Tailored Woman," Fifth Avenue at Fiftieth, is the exclusive shop in New York showing Wooltex Tailormades. For a shop nearer home, write us!

"Pinehurst." It's of French Blue Angora Polo, this little sports coat. The Gray Angora Tuxedo facing conceals two little pockets, and those sharp little points over the hips are extremely smart. The cuff is "linked," the shoulders snug, and the back full. It comes in Squirrel, French Blue and Tan—the Tuxedo collar is of self or contrasting Angora. $45.

"Meadowbrook." This is another smart Polo Coat. Large, square pockets, convertible collar with self stitching and a nice broad belt make it unusual. The shoulders are snug, the back straight with stitched seam down the centre. It is open in back from about six inches below the waist to the hem. In the same colors as the "Pinehurst." $58.

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Style 1931

Style 1926

Style 3009

Style 2946

1931.—The deep tassel-finished points of this black georgette overblouse, the quaintly shaped short sleeves and the decoration of cross-tucks and small crochet buttons vie with each other in novelty.

1926.—Filmy black georgette, over a soft white chiffon lining, the upper part richly embroidered and the lower part hung with rows and rows of beads strung on silk cord to match the square beaded fringe that finishes the short sleeves.

3009.—The embroidery which is used so lavishly on this georgette dress,—a combination of beads and silk braid—is not only entirely new but is suitable only in black, as shown. The puffed hem and oddly draped sleeves add charm.

2946.—Of lustrous crepe meteor, its long lines accentuated by a sweeping tunic, laid so as to produce a drape effect, and the trimming of roll fringe and cord. The pointed three-quarter sleeves end in two tassels.

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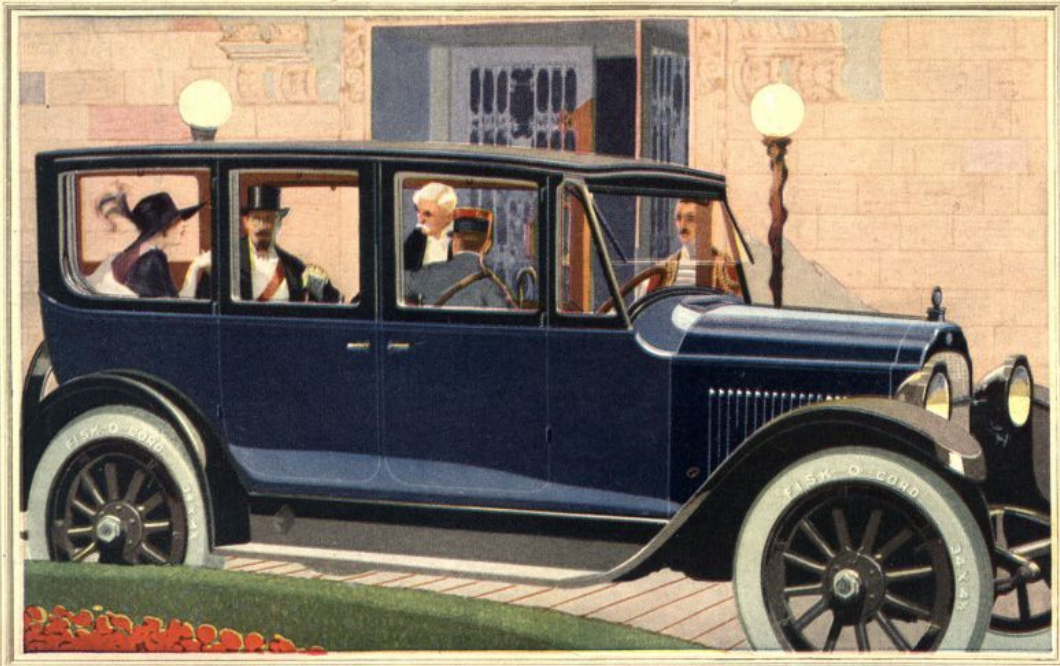

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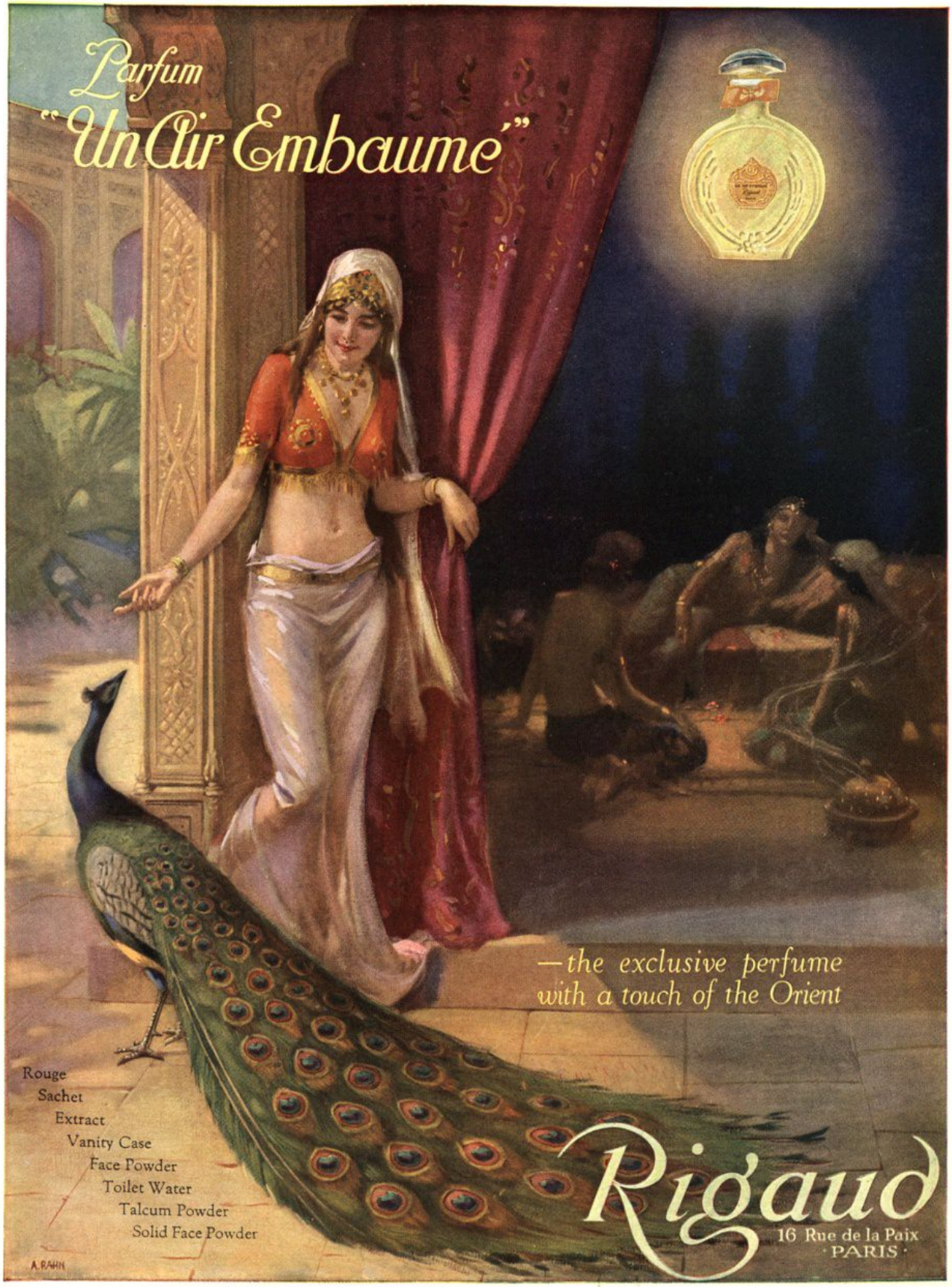

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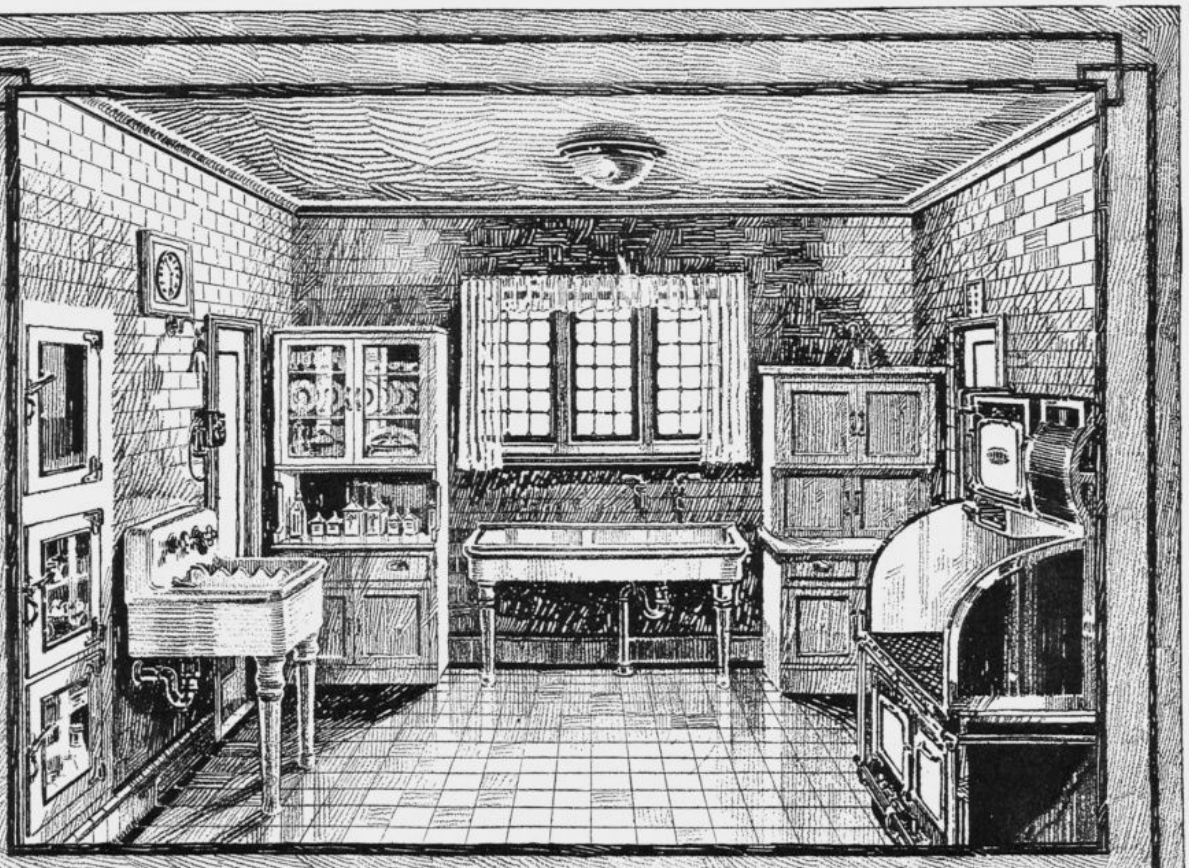

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WANAMAKER BEAUTY SCHOOL, Scientific beauty treatments. Complete Beauty Culture course. Write for particulars. Mme. Coyle, 383 Fifth Ave., N. Y., between 35th and 36th Sts.

MME. JULIAN'S SPECIFIC has stood the test for fifty years. Information offered free to all having undesirable hair growths. MME. JULIAN, 14 West 47th St., New York City.

MME. MARIE absolutely guarantees to remove permanently all facial blemishes and make women look many years younger. 222 Riverside Drive, cor. 94th St. Tel. 3376 Riverside

FLETCHER'S BLEACH PASTE. California's wonderful face cream removes tan and freckles. Use as powder base to protect compiexion. Postpaid $1.00. Tom Fletcher Co., Los Angeles, Cal.

THE NECK BEAUTIFUL. Your neck looks old —not your face. Don't wear a black velvet band, use Harveys Neck Whitener, "Whitens and Tightens." $1 a jar. Harveys, 373 5th Ave. N.Y.C.

BONCILLA BEAUTIFIER clears complexion. Lifts out Lines and Blackheads, gives Velvety Skin. Results Guaranteed, or money refunded. Price $1.56. The Crown Chemical Co., Indianapolis, Ind.

PERFECT BLACKHEAD TREATMENT is the latest scientific victory of the Ferrol System. Removes blackheads and their causes. $2.50 postpaid. Ferrol. 200 West 72nd Street, N. Y.

MISS ALEXANDER
Face Specialist.
Valuable Information on excessive growth of hair. Billings Bldg., S. E. Cor. 34th St., & 5th Ave. N. Y.

JOHN POST'S BLACKHEADLOTION eradicates blackheads by absorbing secretion in the pores; contracts large pores; clarifies skin. $1.25. Tested for 20 yrs. 500 5th Av., cor. 42nd St., N. Y.

V. DARSY—Salon de Jeunesse. Face and neck treatments of the great French specialist, Dr. Dys, with his preparations. Endorsed by royalty. Send for book and questionnaire. 630 5th av., N.Y.

FACE POWDER in non-greasy paste form. Something entirely new! It sticks, beautifies, hides freckles, harmless. Postpaid, 60. Currie & Currie, Chemists, 2911 Glenwood Rd. B'klyn, N.Y.

Reduce your Bust or other Fat with one jar of Cas! Obesity Cream External. Harmless. No Massaging. No Dieting. Sample 10c. Currie, 2911 Glenwood Road, Brooklyn, N. Y.

MISS A. MUGGESSER, Face Specialist. Special treatment for for wrinkles and relaxing muscles. Undesirable hair. Information free. 726 Madison Ave. near 64th Street. Phone Plaza 3902.

MME. LILLIE'S Toilet Preparations. I guarantee to improve your complexion within two weeks with my astringent lotion or refund your money. $1 bottle. 47 W. 42nd St., N. Y. C.

Mme. Heller's Marvelous Preparations. Lemon Oil Whitening Cream: Skin Food restores youthful contour to face and neck. Vanitie Shop, 42 West 38th St., New York City.

The Perfect Skin Tonic and Astringent, endorsed by physicians as a relief for eczemic conditions. B. Altman & Co. & Lord & Taylor's. $1.50 bottle. Hinze Ambrosia Co., 19 E. 59th St., N. Y.

Wonderful Flesh Food, **"Growdina."** Produces results. Guaranteed perfectly harmless. You will be delighted with it. Price $5. Mlle. Koppel's Studio. Dept. AB, 733 Mad. Ave. cor. 64 St., New York City.

NATURE LA ROSIERA—an hygienic liquid face mask which firms relaxed skin, removes lines and wrinkles and contracts large pores. Postpaid $1.65. Grace Dodge, 21 E. 40th St., N. Y. C.

HAIR RESTORER for prematurely gray hair, $1.50 a bottle. C. F. Skin Food $1.10 a jar. Booklet on care of hair and skin on request. Chas. Frey, 11 E. 41st St. at 5th Ave., N. Y. C.

DR. CHARLES Flesh Food increases flesh on face, neck and hands. Removes wrinkles, develops or restores the contour of the bust. 5oc. Dr. Charles Flesh Food Co., 752 Fulton St., Brooklyn.

Robert's Vegetable Shampoo is a harmless means to impart chestnut, golden, auburn and titian tones to the hair; by mail $2.00 with full directions for stated shades. Robert, 500 5th Ave., N.Y.

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Clear Skin Hair Remover. In stick form, harmless, easily applied; leaves skin soft, removes root; will not irritate; postpaid, $1. Clear Skin Spec. Co., 44 W. 39th St., New York City

beauty culture
(Continued)

MANUEL
Transformations, Toupee, Hair Coloring with French Henna. Permanent Hair Waving. Murray Hill 5737. 29 East 48th St., N. Y. City.

LAN-SOL Rheumatic Bath Salts for excess uric and lactic acid. Contains principle of famous curative springs. Double treatment, $1. Druggists or A. G. Lansing Co., 133 W. 72d St., N. Y.

blouses

"VASSAR" $4.50 BLOUSE SHOP—Specializing one price, we offer exceptional values in Georgette & Crepe de Chine blouses. 500 Fifth Ave., N. Y. C. Send for booklet H.

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AN attractive addition to the breakfast or tea table is this honey or marmalade jar of engraved crystal, decorated with clusters of enameled bees. Complete with glass spoon, $2.

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books & magazines

BOSTON MAGAZINE EXCHANGE
Back Issues of
Leading Magazines.
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books for children

"POLLY PRIMROSE," "Peter Pansy," "Rob Robin" and many other children's nature stories, 75 cents each. Send stamp for colored booklet. Warren Books, 347 Cutler Bldg., Rochester, N.Y.

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candies

CHERI SUPER CHOCOLATES Assorted, pound box $1.25 parcel post prepaid. Best you ever tasted at any price or the box with our compliments. Cheri, Inc., 142 So. 15th St., Phila.

catering

CARDANI 6th Ave. at 53rd St
For distinctive catering
with a personal touch
and in exquisite
good taste.
Under the supervision
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chiropody

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cleaning & dyeing

Women's and Men's Clothing, Blankets, Curtains, etc. Branches Newport, New Rochelle, White Plains. Main Office 402 East 31 St., New York City. Knickerbocker Cleaning & Dyeing Co.

SCHWARZ & FORGER, Cleaners
of fine gowns. Sport clothes properly cleaned. Address 425 Fifth Ave. (38th St. entrance). 6-8 Manhattan St., or see New York Phone Book.

ARTHUR CHEGNAY
Expert French Cleaner and Dyer.
Gowns, suits, blouses, laces, trimmings, etc. Quick Service, Express Paid. 121 E. 57th St., Plaza 7198.

corset craft

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corsets

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corsets

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dancing

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dancing
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dramatic art

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entertainment

PUNCH & JUDY SHOW, for Children's parties, including sleight of hand and magic tricks and ventriloquism. Ambrose Jeffries, 44 Elder St., Brooklyn, N. Y. Telephone 1479 Bushwick.

fancy dress & costumes

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feathers & boas

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SUPERFLUOUS Flesh reduced by modern scientific electrical method. No dieting or exercising required. Dr. R. Newman, lic. phys., 286 5th Ave., (nr. 30St.), N.Y.C. Phone Mad. Sq. 5758.

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FAT REDUCED: thermo electric medium; permanent results: Swedish gymnastics and massage. No diet: rheumatism benefited. Miss Frye, grad. nurse, 233 W. 107 St., N.Y. Tel. Acad. 1106.

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BABY FURNITURE—For the baby & child, beds, chairs, etc., made of wood. "The Better Things." Free booklet. Frank M. Sawyer, 3512-14 Independence Ave., Kansas City, Mo.

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yarns

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Orange, N. J.

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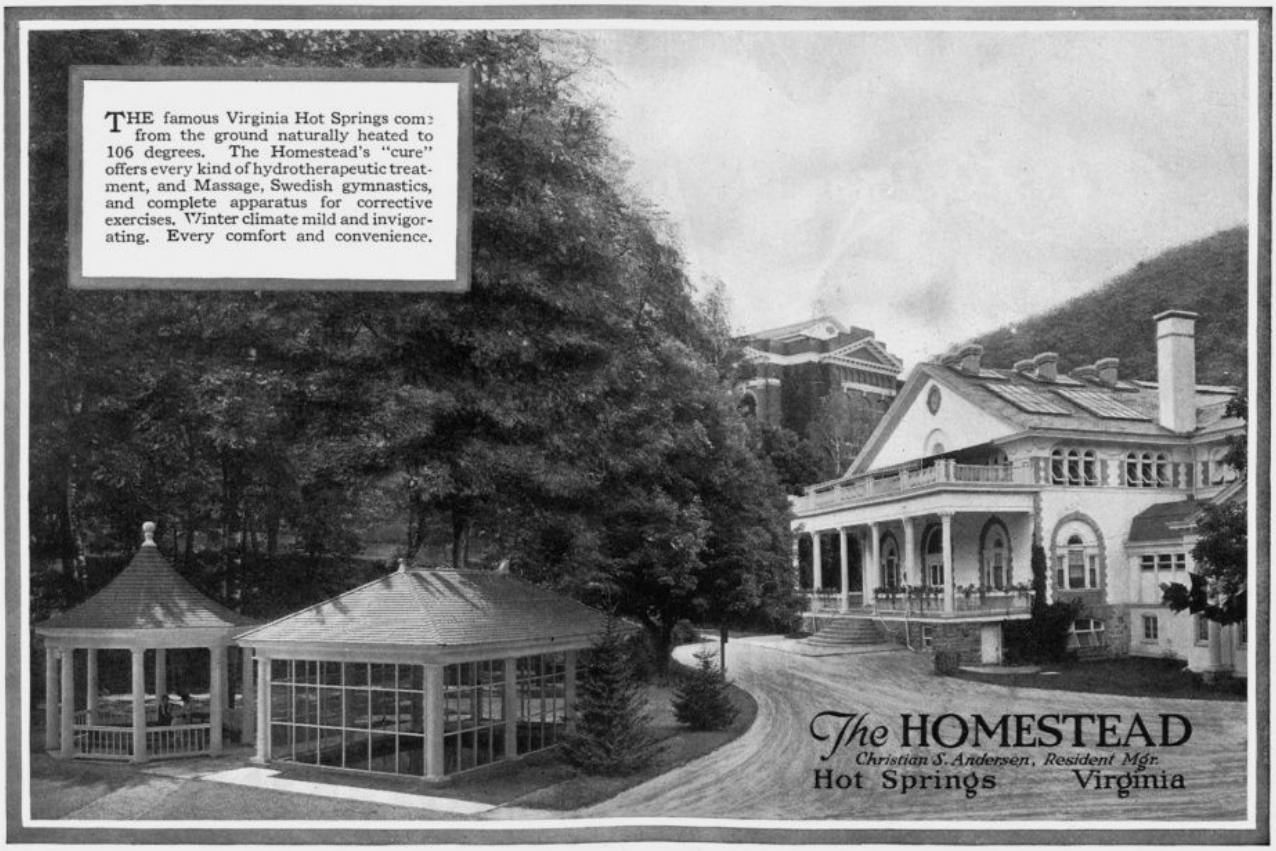

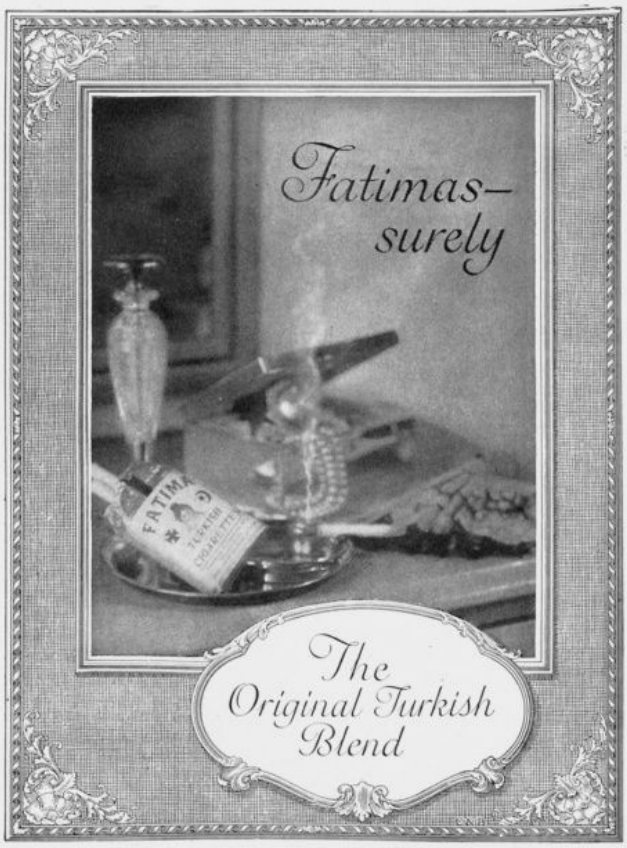

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